



Leipziger  
Buchmesse

Leipzig liest  
15–18 March 2018

# Starter package for first-time exhibitors

Leipzig Book Fair 2018

The **Leipzig Book Fair** is the spring festival that brings books, publishers, authors and readers together and networks booksellers and book marketers. This is where authors and illustrators meet an enthusiastic public. Exhibitors use the high media attention to present their new products.

The **Manga Comic Con** takes place in conjunction with the **Book Fair**.

## Are you planning to have your own stand for the first time?

Then you can benefit from our Starter package. Our free services will help you prepare your own stand, ensuring that you have a successful trade fair première.

### Our free services:

- 12 trade fair admission vouchers for partners and clients (e.g. booksellers)
- 1 car parking pass for the duration of the trade fair
- 1 press tray in the Press Centre and 1 online press tray
- 1 programme entry for an event in the print & online programmes
- 2 coffee / tea vouchers, redeemable at the specialist centres of the fair

To avail yourself of the Starter package, please register bindingly as an exhibitor **by 30 November 2017 at the latest**.

*Offer applies to exhibitors who have not had their own stand at the Leipzig Book Fair in the last 3 years. Stands must have a minimum area of 4 m<sup>2</sup>. Exhibitors who choose a 3-year contract will receive the Starter Pack services during their first year. The Starter package does not include any special terms for trade fair hire rates.*

### One first-time exhibitor says

“As a start-up publishing company, we are presenting our annual programme for the first time here in Leipzig. ... This has brought us a lot of attention at the Book Fair. We were able to have lots of positive conversations with book dealers in particular, and got the feeling that they want to set trends with our books. We are extremely pleased with how the trade fair went. Leipzig is the ideal showcase for our ideas. You get to talk to a great variety of people, enjoy the pleasant atmosphere – in short, it is an excellent event.”

*Peter Graf, Managing Director of the Das kulturelle Gedächtnis publishing company*



### Contact

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There are good reasons for being an exhibitor in Leipzig. We will assist you right from the start to get your own stand up and running. Take a look at our website [www.leipziger-buchmesse.com](http://www.leipziger-buchmesse.com) to see just how easy it is.



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